

DOUGLAS STEWART EDU SALES **Bett Toolkit**



JANUARY 2020

ScreenBeam®
wireless display

ANDREA
COMMUNICATIONS

DREMEL DIGILAB

PowerGISTICS

AVID
EDUCATION

Education Focused, Relationship Driven

Welcome to the Douglas Stewart EDU, Bett Toolkit January 2020, the leading distributor for tech and software brands for the education marketplace in the UK and across Europe. With over 15 years' experience in the education marketplace, Douglas Stewart EDU is well placed to provide you with the industry knowledge and expertise to support your business. Our vendors are carefully selected to ensure their products deliver a positive impact on the learning journey and add real value to the classroom.

This Bett Toolkit showcases a selection of our vendors offering solutions that are ideal for the classroom environment. The booklet will support your product sales, it gives you all the key product information you need at your fingertips. Inside there is an overview of the product, the key benefits for the marketplace and the details of the resources supplied by vendors to support your sales teams.

I hope you find this toolkit a useful addition to your sales tools. We look forward to working with you.



Scott Richardson
General Manager

Douglas Stewart EDU are proud members of:



The British Assistive Technology Association campaigns for users, provides advice to government, educates on AT, and aims to raise industry professionalism.



Universities and Colleges Information Systems Association is the member-led professional body for digital practitioners within education.

Open and inclusive, we use our collective knowledge and expertise to help transform teaching, learning and research to ensure both operational efficiency and an excellent student experience.



The **All-Party Parliamentary Group for Assistive Technology** aims to disseminate knowledge, generate debate and facilitate engagement on assistive technology amongst Members of both Houses of Parliament.

The APPG brings together experts for roundtable discussions and briefings, contributing to government consultations, and promoting the group and its activities amongst parliamentarians.



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The ScreenBeam Stand for Bett is: NJ40 Zone: Equipment & Hardware

Key Features and Benefits of ScreenBeam

- Native wireless screen mirroring means no apps or wires
- Extended desktop maintains use of device for other actions
- Combines local Wi-Fi connectivity and Miracast and network infrastructure connectivity
- Present from anywhere in the room
- Collaborate wirelessly using touch displays and Windows Ink across Office Apps
- Up to 50 student devices simultaneous connections
- Share any form of content—videos, images, slides, etc.
- Digital signage provides information to students while idle
- Connects to displays, projectors and switches via HDMI and USB

ScreenBeam's Unique Selling Point

Wireless screen mirroring without apps and dongles is an essential tool for moving teachers from the front of the classroom and into the classroom, making it easier to connect and collaborate with their students. The result is the right kind of teacher and student interactions that foster creative productivity and encourage meaningful collaboration.

Reseller Resources Available on www.screenbeam.com

- Deal Registration
- Product information
- Sales and marketing tools
- Training
- Sales support



What problem does ScreenBeam solve in the classroom?

Improves student engagement by bringing mobility into the classroom. Giving teachers the tools they need to create personalized and immersive learning experiences.

Why would a school/educational institution want to buy ScreenBeam?

Be Untethered from Projector Cables

With ScreenBeam, teachers are no longer chained to the front of the classroom with their computer and projector. Having the flexibility to teach anywhere in the room while presenting a lesson makes it easy for teachers to see if students need help, give immediate feedback, and discretely redirect off-task behaviours.



ScreenBeam 1100 – Wall Mounted

Create a Mobile Document Camera

To share student work without disrupting lesson flow, snap a picture of a student's worksheet using a computer camera, then provide digital ink annotations. Share the annotations on the projector to spark deeper class discussions. If students are working on a makerspace project, wirelessly share live video of the makerspace from the computer camera to the class display. No need for students to crowd around to see each other's work anymore.

Give Your Tablet to a Student and Showcase Student Work

Students love interacting with technology. Hand a tablet to a student. Then ask the student to digitally ink on the tablet related

to the class assignment. Other students can see the student's work in real time on the class display. This strategy empowers student voice and encourages shy students to feel more comfortable sharing their ideas.

Apply Extend Mode to Keep the Entire Class Engaged

For devices that support Extend Mode, such as Windows 10, share a video or a class activity on the projector screen, while reviewing homework with a group of students—all on the same device.

Boost Collaboration with Wireless Touchback

The digital inking on a computer can be wirelessly shared to a large display. Add Windows 10 wireless touchback, and digital inking from a large touch panel will automatically be sent back to computers. This bi-directional digital inking technology encourages collaboration and creates another strategy for teachers to give immediate feedback to students.



The Andrea Stand for Bett is: SJ14 Zone: Equipment & Hardware

Key Features and Benefits of Andrea:

- All EDU products designed and built specifically to stand up to the rigors of classroom use.
- High quality noise cancelling microphones, rated 6 Dragons by Nuance.
- The internal windscreens on EDU range address hygiene issues and minimize breath popping for unparalleled speech clarity.
- 40mm speakers in all our headsets and headphones deliver crystal clear audio.
- On-Ear and Over-ear Models for all classroom applications including testing.
- Plush, extra-thick leatherette ear cushions provide passive noise reduction and are easy-to-clean and are replaceable.

Andrea's Unique Selling Point

Andrea Communications, LLC is a leading developer and supplier of Headsets, Headphones, Microphones, USB Adapters, Wireless Products, and Accessories. We serve a wide range of markets including Education, Speech Recognition, and Dictation, with an ever-expanding product line and exceptional customer service. Our EDU-Series was developed specifically for daily classroom usage and features industry-leading audio technology, designed with comfort in mind!

Reseller Resources and Products



EDU-175
On-Ear Stereo Headphones

[More Info](#)



EDU-375
Over-Ear Stereo Headphones

[More Info](#)



EDU-USB
External USB Headset Adapter

[More Info](#)



EDU-255
On-Ear Stereo Headset

[PC Version](#)

[Mobile Version](#)

[USB Version](#)



EDU-455
Over-Ear Stereo Headset

[PC Version](#)

[Mobile Version](#)

[USB Version](#)

Microphones



SG-110M
Directional Shotgun Microphone

[More Info](#)



MICKER PRO
All-In-One Microphone & Speaker

[More Info](#)



NC-181
On-Ear Mono Headset With Noise Cancelling Microphone & Windsock

[PC Version](#)

[PC Version w/ Volume Mute](#)

[Mobile Version](#)

[USB Version](#)



NC-185
On-Ear Stereo Headset With Noise Cancelling Microphone & Windsock

[PC Version](#)

[PC Version w/ Volume Mute](#)

[Mobile Version](#)

[USB Version](#)

USB External Sound Cards



USB-UNIV
Universal External USB Headset Adapter

[More Info](#)



USB-SA
Premium External USB Stereo Sound Card

[More Info](#)



USB-MA
Premium External USB Microphone Adapter

[More Info](#)

Check out our newest product for 2020!



ANR-950
Wireless Bluetooth Headphones With Active Noise Reduction

[More Info](#)

What problem does Andrea solve in the classroom?

- Durability – Andrea's EDU microphone and headsets are built strong with heavy-duty microphones booms, cables, grommets and headbands that stand up to everyday classroom use.
- Hygiene – All headsets use internal windscreens which address hygiene issues and also minimizes breath popping for unparalleled speech clarity and can be easily cleaned.
- Fit - Adjustable headbands that ensure a comfortable fit, even on smaller heads and heavy-duty flexible microphone booms allow for perfect microphone placement.
- Comfort – Extra thick leatherette ear cushions and adjustable headbands provide all day comfort.

Why would a school/educational institution want to buy Andrea?

- Our EDU Series of products was designed specifically for use by students of all ages. Our headsets, headphones, and USB sound cards are built to withstand the rigors of classroom usage.
- The proprietary design of our noise-cancelling microphones, along with the clear, crisp sound quality of our speakers, provides users with unbeatable clarity and performance. This exclusive microphone design has earned Andrea Communications the '6 Dragon' rating from Nuance, the highest possible rating in the voice recognition industry.
- Andrea products are used by some of the most prestigious online therapy companies in the US such as Presence Learning and Scientific Learning.
- Andrea Communications traces its roots back to the early 1930s with the founding of Andrea Radio Corporation.

Where does Andrea fit in the school curriculum?

Our headsets are perfect for any computer learning application where keeping students focused and on-task is critical such as computer labs, testing, reading intervention, speech and occupational therapy or special education related services.

DREMEL DIGILAB

Less Frustration. More Creation.



The Dremel DIGILAB Stand for Bett is: SC47 Zone: Equipment & Hardware
Dremel DIGILAB Unique Selling Point: Safe, reliable, supported and easy to use 3D printers designed specifically for STEAM Education from Dremel, a trusted brand of Bosch.

Key Features and Benefits of Dremel DIGILAB Products

3D45:

- Minimised noise by advanced motion control and fully enclosed chamber.
- Remotely monitor your print using HD camera.
- Easy filament setup for multiple materials with RFDI recognition system that automatically changes print settings.
- Prevent warping effect with cooling fan and heated bed.
- Effortless set-up and printing control via full colour touch screen.
- Avoid fumes and protect your print from small particles with the integrated filter systems.
- High Quality prints in 50 micron build resolution due to innovative extruder and active filament monitoring.
- Fast and accurate calibration supported by semi-automated levelling.
- Start 3D prints via USB, WIFI or Ethernet.



3D40 Flex:

- The 3D40 Flex's removable flexible build plate makes print removal safer, quicker and easier.
- With 340-50 micron print resolution for fine detail projects.
- Print 30% faster than the previous 3D40 model using 'Draft Mode'.
- Clog Resistant extruder with active filament monitoring.
- Start 3D prints via USB, WIFI or Ethernet.
- Minimised noise by advanced motion control and fully enclosed chamber.
- Remotely monitor your print using the HD camera.



Reseller Resources

Reseller Toolbox – A online platform that provides resellers with all the marketing Materials specifically for Dremel DigiLab products to help them create content.

Includes:

- Awards that the Dremel DigiLab products have won
- Brochures and Leaflets
- DigiLab Banner Ads
- DigiLab Education case studies
- DigiLab Email Blast templates
- Logos
- Product Photography
- Product Videos

What problem does Dremel DIGILAB solve in the classroom?

Jobs related to STEM degrees are in demand and they will continue to grow within the next decade along with new technological development and Dremel DigiLab is helping to prepare the next generation of workers by making necessary STEM equipment accessible to students. By providing teachers with curricular materials, 3D printer lesson plans and continued service for educators Dremel DigiLab is also taking an active role in equipping teachers with the resources they need to teach STEM effectively.

Why would a school/educational institution want to buy Dremel DIGILAB?

The Dremel DigiLab printers are easy to use, have advanced features and come with a suite of software created specifically for students, all at a price schools can afford. The ability of 3D printers to enable schools and teachers to help students develop STEM skills by enhancing their ability to visualise a concept, build prototypes, test & refine ideas means that they are increasingly becoming essential equipment for UK schools and the DigiLab range fulfils the needs of beginners through to more advanced users.



Where does Dremel DIGILAB fit in the school curriculum?

There are a number of ways Dremel DigiLab 3D printers can be used in the Core and Foundation subjects within the UK Curriculum:

Math – constructing and interpreting 3D shapes.

Computing – practice writing and debugging code. Exploring the code behind the conversion of files from .stl to .gcode.

Science – printing and building 3D models for teaching such as molecules, eye-balls, cells and to build components for working equipment such as rockets.

Design and Technology – knowledge, understanding and skills to design and make high-quality prototypes and products for a wide range of users.



The Powergistics Stand for Bett is: SL21 North Hall Zone: Vendor Hardware

Special Offers for Bett

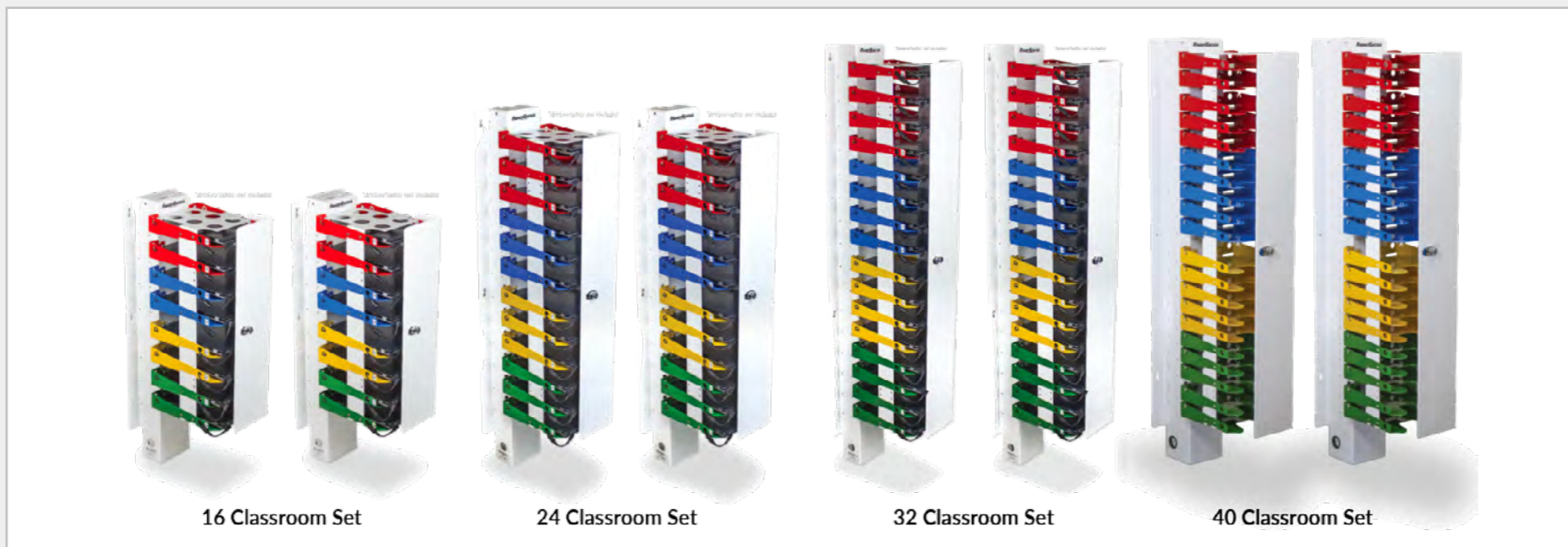
- We are giving away a Classroom Set each day of x 2 Towers 16's. This will be entered by teachers taking our Audit (this will be online on a screen) which evaluates the time they take to deploy devices from carts and then PowerGistics Towers and how much teaching time they are saving per week, month and year.
- PowerGistics are sponsoring a £10.00 Bett lunch voucher campaign with the Stone Group, whereby teachers are given a card to stamp as they visit our stand and they receive the voucher for lunch.
- Nathan Roberts CEO will be interviewed by Teachwire Live on the Stand and this will be promoted live around Bett and on the EdTech Website.

Key Features and Benefits of Powergistics

- Small footprint – save space in the classroom.
- Open concept – teachers can do a quick visual check on what devices are stored and charged – don't waste precious teaching time running around the school locating devices and power cords.
- Pinch Point Cable Management – child friendly cable management – no more broken or lost cords, saving you money and time.
- Secure with front door locking system.
- Robust and strong – Made from steel and aluminium – manufactured to endure the classroom.
- Vertical Ventilated Tower – charge your devices in their natural position, and no more worrying about devices overheating.
- Colourful, engaging – student managed.
- Available in Tower8, Tower12, Tower16 and Tower20 in both 11.6" Shelf and Plus size 14.8" size.
- 3 mounting options:
 - Roller for sharing devices between classrooms.
 - Static Stand for communal areas like libraries and assembly halls.
 - Wall mount for split classroom deployment.
- Classroom Sets available – purchase your Towers in sets of 2 and 4 to limit student queue times and capitalise on what's important – utilising your devices to teach!
- Includes delivery to the UK.

Powergistics Unique Selling Point

Creating time and productivity in the classroom by the way our Towers enable device deployment quickly and easily.



Reseller Resources

- UK Account Management.
- Onsite training & lunch and learns.
- Marketing and development resources as planned and agreed.
- [Website](#) with links to Product Sales Sheets, product specifications and case studies
- Digital Brochure – note this is a print version with bleed we are currently getting this updated – website being updated.
- Partner Handouts – [Education](#) and [Enterprise](#)
- Reseller portal URL – being developed 2020 – where we will house all co brand marketing material and resources for partners.
- Strong end user 2020 plan – monthly end user events, digital campaign, monthly eshots, advertorials, case study and reference site development.
- [Demo Program](#)
- Great margins and deal registration program in place.
- RMA program vis distribution.
- Includes delivery.

What problem does Powergistics solve in the classroom?

Space, lost teaching time.

Why would a school/educational institution want to buy Powergistics?

Our product concept was brought to us by a teacher, it has been designed to offer all of the benefits teachers are asking for in terms of Device Storage and Charging in the classroom. Small footprint, easy to manage and see what is available for teaching, robust, secure and fun to look at and engage with.

Where does Powergistics fit the school curriculum?

The more time teachers have to deliver their curriculum the better results the school will see. The better the results the more funding they will be offered to invest back into the classroom in terms of technology.



The AVID Stand for Bett is: Stand SJ52 Zone: Equipment & Hardware

Key Features and Benefits of AVID

- Built for the classroom.
- Easy to use, clean and store.
- Compatible with a wide range of devices.
- Noise-canceling microphones.
- Noise reduction to increase student focus.
- Prolonged comfort.
- Clear sound reproduction.
- Durable construction.

AVID's Unique Selling Point

The AVID Education division focuses on the needs of the classroom and understands the important role of providing that trusted link between student and technology. Taking a collaborative approach to understanding the needs of educators and students, and then developing products specifically for the classroom and IT requirements, translates into delivering on all expectations. Offering quality, innovation and value through elegantly simple audio solutions that enhance the learning experience is at the heart of our mission.

Reseller Resources

- Comprehensive product specifications.
- Consumer friendly sell sheets.
- [AE-35](#)
- [AE-36](#)
- [AE-39](#)
- [AE-54](#)
- [AE-55](#)
- Access to a secure online digital asset file share (AVID Education Sales Toolkit).
- Product image files, sell sheets, etc. available for download.
- AVID Product Sampling Program.

What problem does AVID solve in the classroom?

- Durability and comfort during prolonged use.
- Better than low cost consumer brand headphones and headsets.
- Lower cost-per-usage.
- Braided chew-resistant cords.
- Reinforced cord strain relief at ear cup.
- Trusted quality educators can count on.

Why would a school/educational institution want to buy AVID?

AVID Education division delivers products that eliminate the quality and performance issues that countless educators and students continue to experience. Our products have been developed specifically for the classroom and tested to perform. Providing educators with an audio product they can trust because we take into account each intended type of use, which means AVID has the right fit for your school district and budget.

Where do AVID products fit within the school curriculum?

- We connect students to technology via our headphones and headsets.
- Perfect for testing and labs.



AE-35



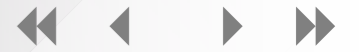
AE-36



AE-39



AE-54



To place an order or for more information

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Email: orders-eu@dstewart.eu

Visit: www.dstewart.eu



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[Douglas Stewart EDU](https://www.linkedin.com/company/douglas-stewart-edu)